

GEOFFREY CONRAD, MBA, XCT

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EXECUTIVE PROFILE

Claims operations and catastrophe leadership executive with 20+ years of experience driving claim performance, scaling catastrophe readiness, and delivering measurable business outcomes across national deployments.

Built and led large-scale adjuster pipelines, qualifying over 10,000 adjusters, while improving claim quality, reducing cycle time, and strengthening audit and customer experience performance in high-volume environments.

Known for improving operational execution by reducing indemnity leakage, increasing consistency, and aligning field performance with carrier expectations.

Trusted partner to carrier leadership, translating strategy into execution and delivering consistent results in complex catastrophe operations.

CORE CAPABILITIES

Operations & Performance

- Claims Operations Leadership
- Catastrophe (CAT) Response Strategy
- Indemnity Control and Leakage Awareness
- Cycle Time Reduction

Leadership & Execution

- Carrier Alignment and Engagement
- Cross-Functional Leadership
- Workforce Strategy and Surge Staffing

Analytics & Compliance

- Claim Quality and Audit Performance
 - Regulatory Compliance
 - Data-Driven Performance Improvement
 - Customer Experience (CX) Optimization
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PROFESSIONAL EXPERIENCE

Crawford & Company Catastrophe Services – *Director of Training – Property, Auto, Liability and Flood*
Dec 2020 – Jul 2025

Led national strategy for adjuster readiness and claim performance, increasing deployment capacity and improving execution consistency across large-scale catastrophe operations

- Built and scaled a national adjuster pipeline, qualifying 10,572 adjusters, significantly increasing carrier deployment capacity and operational readiness
- Drove improvements in claim quality, compliance, and customer experience by aligning training with carrier expectations and field execution standards
- Strengthened audit performance and file consistency across multiple programs through standardized training and operational alignment
- Developed and launched [Crawford Vision](#), a scalable learning platform with 176 courses and 800+ hours of content, institutionalizing performance standards and driving continuous improvement
- Enhanced deployment readiness and adjuster effectiveness in high-volume CAT environments by aligning workforce strategy with operational demands
- Aligned field and desk teams to streamline execution, driving a 10–20% reduction in cycle time
- Drove a 10–15% improvement in customer satisfaction by reinforcing communication standards and setting clear expectations throughout the claims process

CNC Catastrophe & National Claims – Manager, Training and Development

May 2020 – Dec 2020

Supported catastrophe operations during a record hurricane season (Laura, Sally, Delta, Zeta)

- Prepared adjusters for rapid deployment, improving file accuracy, compliance, and customer interaction quality under compressed timelines
 - Partnered with operations leadership to ensure consistency in claim execution during peak CAT volume
 - Delivered targeted coaching that improved adjuster efficiency and claim handling effectiveness in active deployments
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Pilot Catastrophe Services / Allstate – Corporate Trainer and Instructor

Nov 2005 – May 2020

Elevated adjuster performance, onboarding effectiveness, and system adoption across national catastrophe operations

- Delivered training and certification to 1,000+ adjusters annually, improving readiness across large-scale CAT operations
 - Served as liaison between field operations, carrier leadership, and executive teams, aligning training with operational and performance expectations
 - Selected as one of four trainers nationwide to support rollout of Allstate's Next Gen claims platform
 - Led initiatives that improved adjuster productivity, workflow efficiency, and customer experience outcomes
 - Supported integration of new technologies, including EagleView, improving estimating accuracy and field execution
 - Developed onboarding programs that accelerated adjuster time-to-productivity
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Pilot Catastrophe Services / Allstate (Early Career Role) – Inside Adjuster / Agent Advocate

Aug 2005 – Nov 2005

- Handled high-volume catastrophe claims following Hurricane Katrina, balancing compliance, empathy, and efficiency in a rapidly evolving environment
 - Investigated and resolved complex property claims while maintaining strong customer satisfaction
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LEADERSHIP EXPERIENCE

Mobile Claims Association (MCA) – President

May 2022 – Nov 2024

Elected to two terms and led a full organizational turnaround, driving membership growth and long-term sustainability

- Led organizational turnaround, growing membership from 12 to 80+ active members (500% growth)
 - Repositioned the association through re-branding, digital presence, and strategic partnerships
 - Increased sponsorship engagement and funding, expanding resources and industry reach
 - Organized large-scale industry events, strengthening professional development and regional influence
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EDUCATION

Master of Business Administration (MBA) - Walden University

Bachelor of Science, Business Administration (Management) - University of Southern Mississippi

CERTIFICATIONS AND CREDENTIALS

- Xactimate Certified Trainer (XCT)
- Xactimate Level 3 Mastery Certification (4x)
- Pilot-Allstate Certified Trainer
- Next Gen Claims Platform Trainer
- XactContents Trainer
- Supplement (Payment Tracker) Trainer